

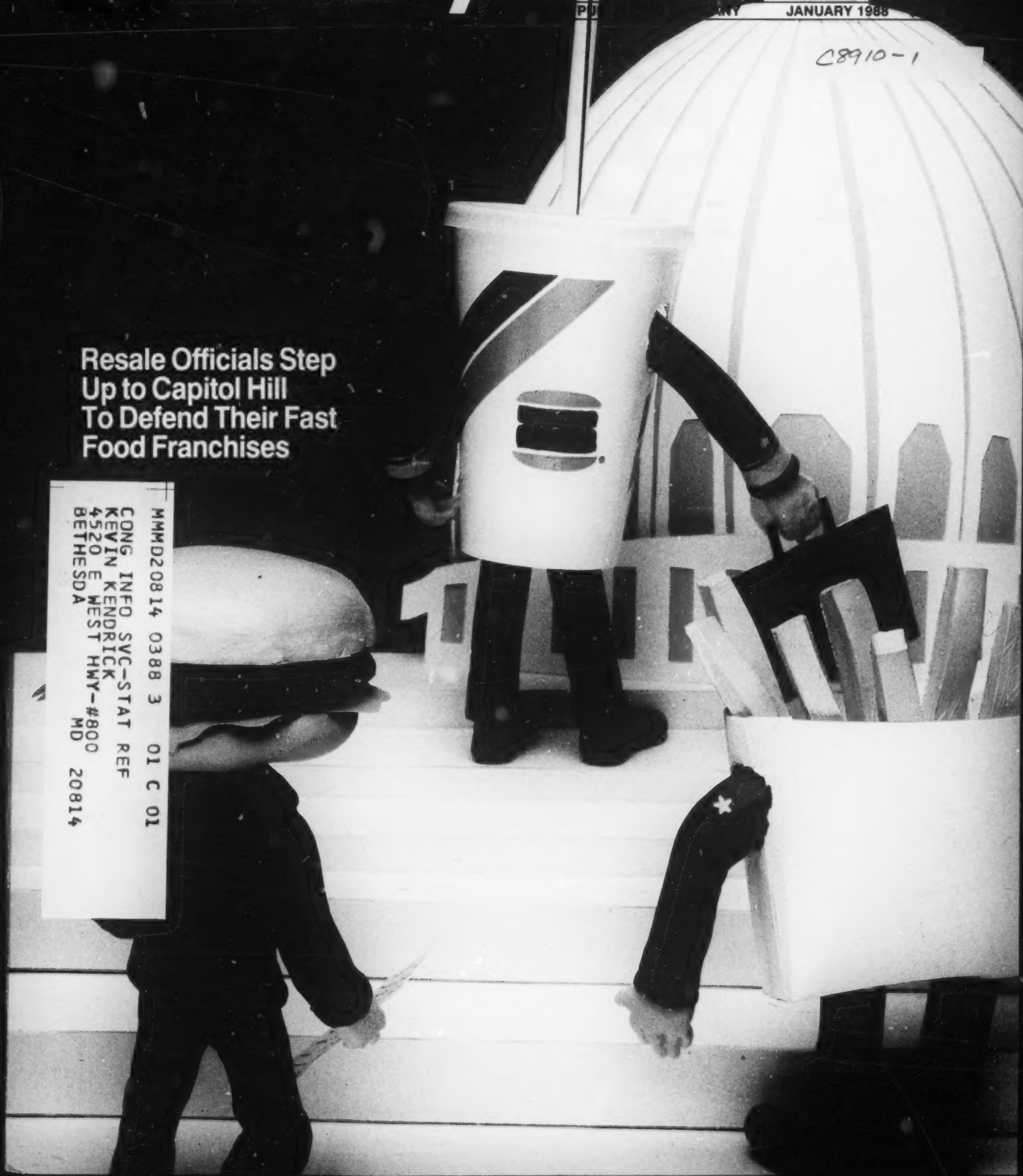
Military Market

JANUARY 1988

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Resale Officials Step
Up to Capitol Hill
To Defend Their Fast
Food Franchises

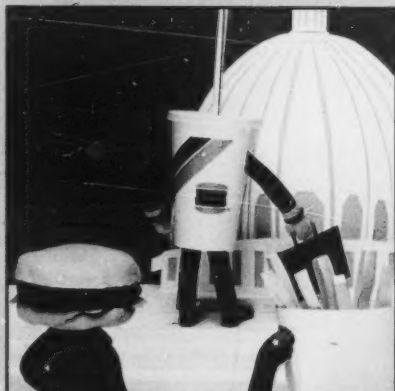
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JANUARY 1988

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**Military
Market**
serving the military
resale system

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Military Market index

COMMISSARIES

		SEPTEMBER			YEAR TO DATE		
		CY'87	CY'86	% CHANGE	CY'87	CY'86	% CHANGE
AIR FORCE	CONUS	\$167,252	\$147,195	13.63	\$1,440,888	\$1,393,748	3.38
	OVERSEAS	40,413	28,922	39.73	307,167	269,153	14.12
	TOTAL	207,665	176,117	17.91	1,748,055	1,662,902	5.12
ARMY	CONUS	109,725	103,740	5.77	1,005,480	980,910	2.50
	OVERSEAS	39,165	35,070	11.68	354,795	318,360	11.44
	TOTAL	148,890	138,810	7.26	1,360,275	1,299,270	4.70
NAVY	CONUS	71,936	69,428	3.61	569,447	544,527	4.58
	OVERSEAS	7,891	8,024	-1.66	63,446	61,016	3.98
	TOTAL	79,827	77,452	3.07	632,894	604,543	4.69
MARINE CORPS	CONUS	14,958	11,932	25.36	121,393	123,871	-2.00
	OVERSEAS	273	233	17.17	2,468	2,347	5.16
	TOTAL	15,231	12,165	25.20	123,861	126,218	-1.87
COAST GUARD	CONUS	280	219	27.85	2,260	2,289	-1.27
	OVERSEAS	327	319	2.51	2,737	2,625	4.27
	TOTAL	606	538	12.64	4,997	4,914	1.69
ALL COMMISSARIES	CONUS	\$364,151	\$332,514	9.51	\$3,139,468	\$3,045,345	3.09
	OVERSEAS	\$88,069	\$72,568	21.36	\$730,613	\$653,501	11.80
	TOTAL	\$452,220	\$405,082	11.64	\$3,870,081	\$3,698,846	4.63
GROCERY STORES	U.S. ¹	\$23,523	\$22,403	5.00	\$213,309	\$206,406	3.34

EXCHANGES

		SEPTEMBER			YEAR TO DATE		
		CY'87	CY'86	% CHANGE	CY'87	CY'86	% CHANGE
AAFES	CONUS	\$264,342	\$240,158	10.07	\$2,319,581	\$2,139,889	8.40
	OVERSEAS	204,535	172,497	18.57	1,734,561	1,501,164	15.55
	TOTAL	468,877	412,656	13.62	4,054,142	3,641,052	11.35
NAVY	CONUS ²	95,325	91,075	4.67	829,383	776,921	6.75
	OVERSEAS ²	40,853	41,976	-2.68	360,457	342,320	5.30
	TOTAL ²	136,178	133,051	2.35	1,189,840	1,119,241	6.31
MARINE CORPS	CONUS	28,808	28,314	1.74	260,317	250,376	3.97
	OVERSEAS	5,336	5,131	4.03	45,132	43,693	3.29
	TOTAL	34,146	33,445	2.10	305,449	294,068	3.87
COAST GUARD	CONUS ³	6,767	6,905	-2.00	59,421	60,633	-2.00
	OVERSEAS ³	504	514	-1.95	4,426	4,515	-1.97
	TOTAL ³	7,271	7,419	-1.99	63,847	65,148	-2.00
MAIL ORDER	CONUS ⁴	875	907	-3.53	11,711	10,903	7.41
	OVERSEAS ⁴	1,493	2,323	-35.73	19,562	27,488	-28.83
	TOTAL ⁴	2,368	3,231	-26.71	30,273	38,391	-21.15
ALL EXCHANGES	CONUS	\$396,117	\$367,359	7.83	\$3,480,413	\$3,238,722	7.46
	OVERSEAS	\$252,723	\$222,441	13.61	\$2,164,138	\$1,919,180	12.76
	TOTAL	\$648,840	\$589,800	10.01	\$5,644,551	\$5,157,902	9.44
DEPARTMENT STORES	U.S. ¹	\$10,711	\$10,122	5.82	\$92,247	\$87,376	5.57

1) SOURCE: U.S. Department of Commerce. 2) Does not include sales of ship stores. 3) MM estimate, based on official data. 4) Includes consolidated sales for all services, including Coast Guard. NOTE: Individual figures may not add to totals because of rounding. All sales are expressed in millions (add 000), except grocery stores and department stores, which are in billions. Commissary sales include appropriate surcharges, exchange sales include concession volume.